

LAND AID 2025

SPONSORSHIP OPPORTUNITIES

Freshwater Land Trust® is pleased to announce our 2025 Land Aid benefit concert will be Friday, August 1st at Avondale Brewing. Our 16th annual summer fundraiser features Big Head Todd and the Monsters with opening support from The Hip Abduction!

Land Aid is our signature fundraising event and benefits our mission to conserve land across Central Alabama and develop the Red Rock Trail System® in Jefferson County. We hope you'll consider support of our work through sponsorship of Land Aid this year.



OVERVIEW

Located at Avondale Brewing Co., premier local event space and outdoor concert venue featured in *Thrillest* and *Southern Living*

Attracts over 2,500 attendees

Promoted through media coverage by Fox 6 News, Birmingham Mountain Radio, AL.com, and more

Past acts include Greensky Bluegrass, Umphrey's McGee, Pete Yorn, and St. Paul and The Broken Bones



ABOUT FRESHWATER LAND TRUST

Freshwater Land Trust® (FLT) conserves and cares for environmentally significant land throughout Central Alabama and connects the Red Rock Trail System® (RRTS) throughout Jefferson County, creating happier and healthier communities.

To date, FLT has protected **12,000** acres of forests, fields, and wetlands, and connected **160** miles of trails, parks, bike lanes, and sidewalks.

IMPACT

Your financial contribution to FLT through your sponsorship of Land Aid supports:

➤ Improvements at FLT's public access properties

- Streambank stabilizations and erosion control
- Installation of handrails and signage (educational and safety information)
- Expansions to parking and access

➤ Land acquisitions for trail development

- Purchase of property for trail extensions (such as abandoned rail lines)

➤ Stewardship and community outreach projects

- Supplies and materials for cleanups and other community engagement events
- Enhancements to trail amenities (sensory walls, exercise stations, and informational signs)



SPONSORSHIP TIERS

BENEFITS	\$7,500	\$5,000	\$2,500
Acknowledgement in FLT Newsletter	✓	✓	✓
Recognition on FLT website and social media	✓	✓	✓
Membership to Corporate Partners for Conservation & recognition at annual Corporate Breakfast	✓	✓	✓
Access to VIP area	✓	✓	
Verbal recognition at event*	✓		
Logo displayed at venue and on stage*	✓		
Complimentary tickets	4	2	

*subject to venue approval

CONTACT

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